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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/MARCH 1991

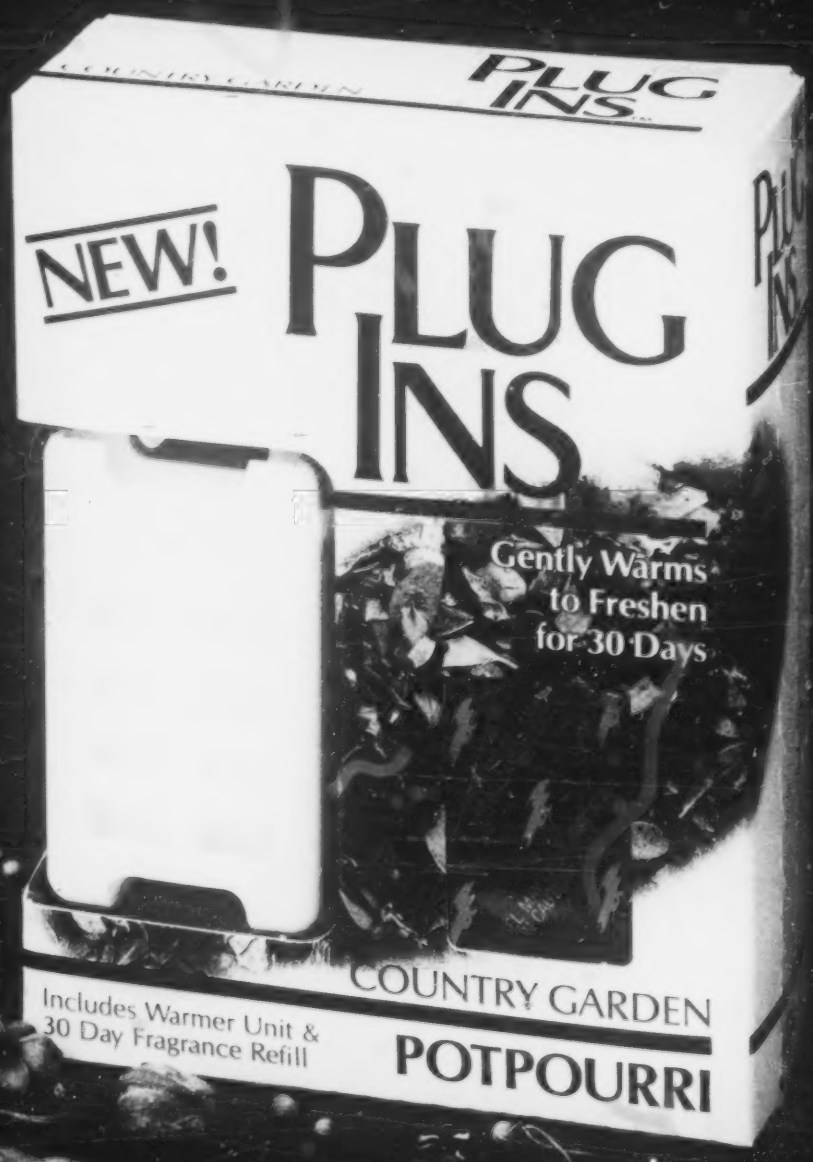
LIFESTYLES BOOST SINGLE-SERVE USE

Teamwork Drives Plug-Ins To Top

Ways To Reduce Waste In Bulk Packaging

New P-S Labels: High Visual Impact At Lower Cost

Essentials Of Tube Fillers



BREAKING NEWS

secure grip, is touted on the label as "Recyclable, so it helps protect our environment." An indentation in the bottom of each jar accommodates the neck and cap of the one stacked under it for shipping.

Campbell simplifies LeMenu package: Campbell Soup Co. has announced a packaging change for its LeMenu and LightStyle Dinner lines that will cut package weight by more than 25%. The plastic dome and aluminum foil lidding that originally covered the tray have been replaced by a single thin wrap; also, the LeMenu tray has been changed from nylon to polyethylene terephthalate. According to a Campbell spokesperson, total packaging weight for LeMenu has been reduced by 50% over the past few years.

Fortified wine gets unique bottle: Canandaigua Wine Co., Canandaigua, N.Y., has unveiled a new package for its Cisco fortified wine, which contains 20% alcohol. The new bottle, made of dark green glass with a long neck, is intended to set Cisco apart from wine coolers containing only 4% alcohol. Company officials say the redesigned container has satisfied critics of the original bottle, seen as too closely resembling that of a cooler. The new bottles are expected to be shipped to distributors this spring.

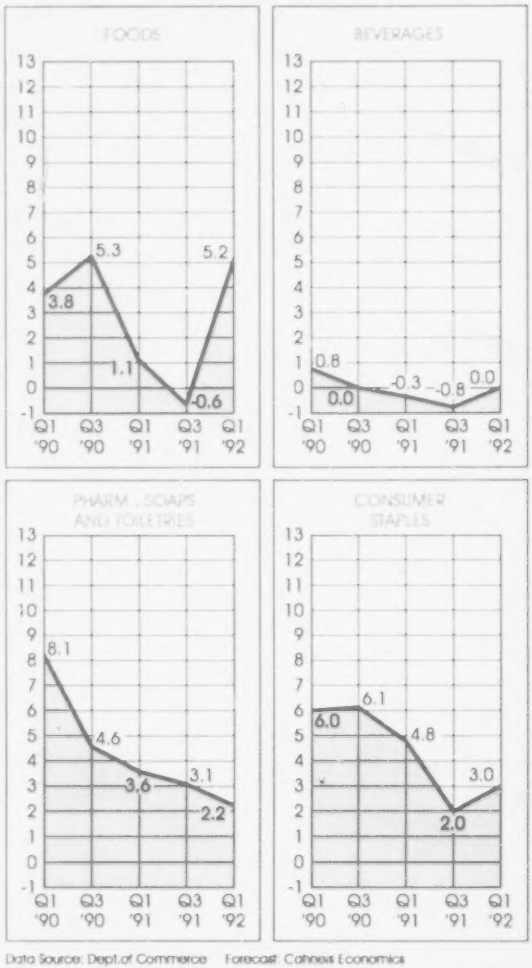
Consumer survey reveals attitude changes: Data generated by PACKAGING's 1991 Consumer Survey reveal significant changes in attitude about the environmental impact of packaging materials. Statistics from the nationwide survey of 694 adult consumers are now being tabulated for publication in our April and June issues. Consisting of 300 pages in a looseleaf binder, the survey covers consumer opinions on microwavable foods, product labeling, characteristics of packaging for pharmaceuticals and personal-care items, solid-waste strategies and numerous other topics of concern to makers and users of packaging machinery and materials. Next month PACKAGING will publish survey data on the trash problem; in June we'll highlight some of the other findings. The entire study is available for $500. For more information, contact Consumer Survey Editor, PACKAGING magazine, Cahners Publishing Co., 1350 E. Touhy Ave., Des Plaines, IL 60018.

Corrugated shipments set new record: According to the Fibre Box Association, the corrugated industry set a new all-time high for shipments in 1990. The association says 315,775 billion square feet was shipped—an increase of 0.8% over 1989.

KEY INDUSTRIES SOFT

Manufacturers' shipments in key industries that account for more than 50% of total packaging consumption are softening, but by no means dropping dramatically. Despite the recession, first-quarter 1991 shipments calculated in dollars continue to grow in foods, drugs, soaps and toiletries and especially the broader-based consumer staples, which include foods, beverages, drugs and other products such as tobacco. Further slight softening is expected in the second half of 1991, before all categories show improvement.

MANUFACTURERS' SHIPMENTS
% Change Vs. Year Ago ($Billions)



Data Source: Dept.of Commerce Forecast: Cahners Economics

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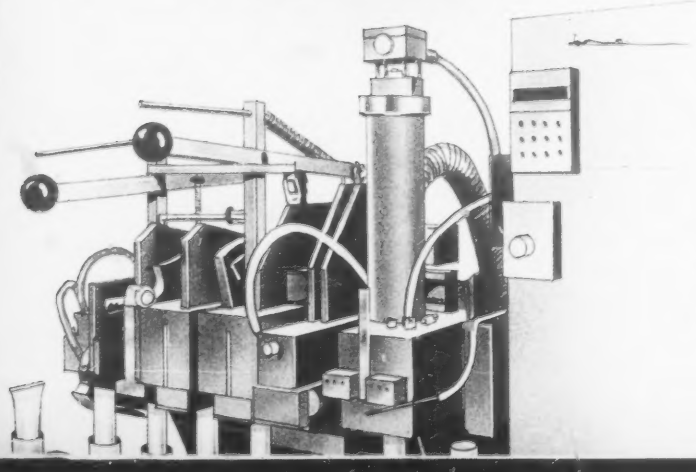
Single-serve packaging is increasingly found at work, just steps away from the office microwave. Page **26**

Pressure-sensitive primary labels are finding continued growth via new marketing niches. Page **36**



Rotary tube fillers and sealers handle everything from toothpaste to insulating caulk. Page **47**

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On the cover: Consumers peel back the top barrier layer of Glade Plug-ins miniature fragrance tray before placing it in the warmer unit. Photo by Lorng Nelson-Curry. Page **40**

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Seal locks on lid for safer handling; meets DOT regulations

Clear hot-stamped labels sell P&G's newest dandruff shampoo. Page **16**

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What have some packagers done to address this vital issue, and what is left to be done? Also, a unique consumer-oriented pull-out

Southpack '91 Pre-Show Report
We detail the conferences, the exhibitors and the latest products at the first major packaging trade show of the year

What's new in horizontal form-fill-sealers
Diverse technologies come together to meet flexible-packaging needs

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PHOTOCREDITS

Cover: Loring Nelson Curry. **Single-Serve:** Jack Grossman, Images Photographics. **P-S Labels:** Jack Grossman, Images Photographics; labels courtesy of Topflight Corp., Avery Label Systems and Mid America Div., Menasha Corp. **Line of the Month:** Eric Futran. **Tube-Filling Machinery:** Illustration, Bob Tanaka.

*Indicates Advertiser in Packaging 1990 Buyers Guide.

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PACKAGING formerly Package Engineering including Modern Packaging (ISSN 0746-3820) is published monthly except semi-monthly in March and June by The Cahners Publishing Company, (Subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA, 275 Washington Street, Newton MA 02158-1630. Terrence M. McDermott, President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production dand Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook Street, Denver, CO 80206-5800. Phone 303/388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster: Send address corrections to PACKAGING, P.O. Box 173377, Denver, CO 80217-3377. PACKAGING formerly Package Engineering including Modern Packaging, copyright 1991 by Reed Publishing USA; Ronald G. Segel, Chairman and Chief Executive Officer; Robert L. Krakoff, President and Chief Operating Officer; William M. Platt, Senior Vice President. PACKAGING formerly Package Engineering including Modern Packaging is distributed throughout the United States to executives with buying and specifying responsibility for packaging machinery, containers, materials and supplies. Annual subscription rates for non-qualified people: USA, 1 year: $84.95, 2 years, $159.95; Canada/Mexico, 1 year: $114.95, 2 years, $214.95; other countries, 1 year, $149.95; $219.95 air mail; 2 years $279.95, $419.95 air mail. Single copies of the Product Sources Guide, $30. Single copies of the Packaging Line Planning Guide, $30. Single copies of regular issues are available for $10, $10 and $10 (USA, Canada/Mexico and foreign). Please address all subscription mail to Kris Cunningham, 44 Cook Street, Denver, Colorado, 80206-5800. REPRINTS OF PACKAGING formerly Package Engineering including Modern Packaging articles are available in quantities of 500 or more. For a specific quotation, contact Andrea Marwitz, Cahners Plaza, 1350 E. Touhy Avenue, P.O. Box 5080, Des Plaines, Ill. 60017-5080; 708/635-8800.